

**IN THE CLAIMS**

1-75 (Canceled)

76. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises modifying a display layout.

77. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises modifying a level of detail shown.

78. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises selecting data to be displayed.

79-113. (Canceled)

114. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises one or more display colors.

115. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises an image quality.

116. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises a size, amount or density of displayed text.

117. (Previously Presented) A method according to claim 136, wherein selecting the display format responsive to the user profile comprises modifying a display format of a browser of the client.

118-135. (Canceled)

136. (Currently Amended) A method of a user interacting with an Internet site managed by a first entity, comprising:

- (a) transmitting to the site, by a user, a request for an Internet page;
- (b) providing to the site, a user profile record of the user transmitting the request, by an second entity not associated with the first entity site;
- (c) providing, responsive to the request, information content of the Internet page; and
- (d) responding to the request, with a page presentation of the provided information content in a display format selected responsive to the user profile record.

137. (Previously Presented) A method according to claim 136, wherein the user profile records are managed at least partially by tracking interactions of the user with an Internet and analyzing the tracked interactions to determine at least a part of the user profile.

138. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a computer from which the user accesses the Internet.

139. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users, accessing the Internet from different client stations.

140. (Previously Presented) A method according to claim 139, wherein said tracking computer is physically remote from a computer hosting the site.

141. (Previously Presented) A method according to claim 159, wherein providing the information content comprises providing the same information content for a plurality of the users.

142. (Previously Presented) A method according to claim 159, wherein providing the information content comprises providing different information content including different search results, for a plurality of the users.

143. (Previously Presented) A method according to claim 136, wherein providing the information content of the Internet page comprises providing the information content of the Internet page without relation to the user profile of the user transmitting the request.

144. (Previously Presented) A method according to claim 136, wherein the selected display format includes at least one non-information-content attribute selected responsive to the user profile.

145. (Previously Presented) A method according to claim 136, wherein transmitting the request comprises transmitting along with the user profile record.

146. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their level of detail.

147. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a percentage of image data that they include for one or more of their images.

148. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their colors.

149. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their spatial layout.

150. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a size, amount or density of displayed text.

151. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a number or percentage of non-textual objects.

152. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in the type of words they use.

153. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a ratio between images and text in the page.

154 (Previously Presented) A method according to claim 136, wherein responding to the request comprises responding by the site, which selects the display format.

155 (Previously Presented) A method according to claim 136, wherein responding to the request comprises providing the information content by the site, and selecting the display format at least partially by a persona server, separate from the site, which provides the presentations to the users.

156-157. (Canceled)

158. (Previously Presented) A method according to claim 136, comprising repeating (a), (b), (c) and (d) for a plurality of unrelated sites using a single user profile.

159. (Previously Presented) A method according to claim 136, comprising repeating (a), (b), (c) and (d) for a plurality of user profile records and a single site, wherein at least some of the responses to the requests differ at least in their display formats.

160. (Previously Presented) A method according to claim 136, wherein providing the user profile record of a user comprises providing a record at least partially determined for one or more other users.

161. (Previously Presented) A method according to claim 136, wherein providing the user profile record comprises providing by a proxy through which the request for the Internet page is provided to the site.

162. (Previously Presented) A method according to claim 136, wherein providing the user profile record comprises providing a user profile record generated in a manner transparent to the user.

163. (Previously Presented) A method according to claim 136, wherein the display format is selected responsive to at least one attribute of the user profile record, which is independent of the information content of the site.

164. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks access to a plurality of different unrelated web sites.